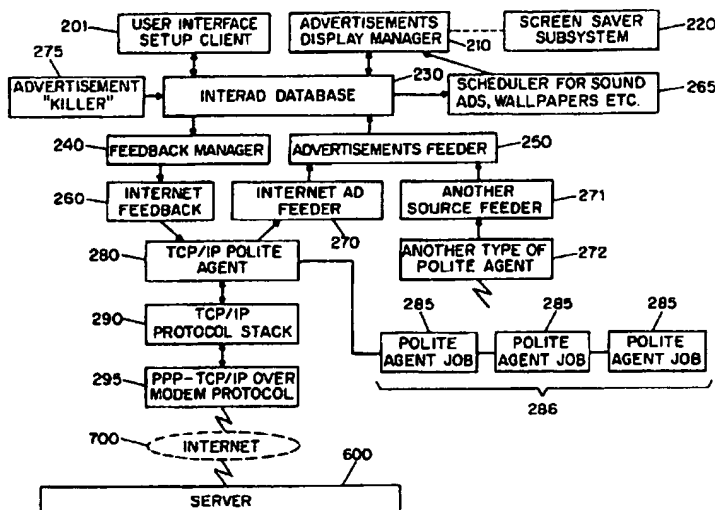




## INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(51) International Patent Classification 6 : <b>G06F 13/00, 13/36</b>		(11) International Publication Number: <b>WO 97/07656</b>
<b>A3</b>		(43) International Publication Date: 6 March 1997 (06.03.97)
(21) International Application Number: PCT/IB96/00829 (22) International Filing Date: 22 August 1996 (22.08.96) (30) Priority Data: 08/517,666                      22 August 1995 (22.08.95)                      US (71) Applicant: BACKWEB [IL/IL]; Kiryat Mada 5, Pob 45065, 91450 Jerusalem (IL). (72) Inventors: BARKAT, Eli; 2-2 Mavo Refidim, 97754 Jerusalem (IL). RAKAVY, Yuval; 8 Berakybu Street, 96225 Jerusalem (IL). (74) Agent: HOROVITZ, Yaron; Naschitz, Brandes & Co., 5 Tuval Street, 67897 Tel-Aviv (IL).		(81) Designated States: AU, CA, IL, JP, KR, NZ, SG, European patent (AT, BE, CH, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE).  <b>Published</b> <i>With international search report.</i> <i>Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments.</i>  (88) Date of publication of the international search report: 12 June 1997 (12.06.97)

(54) Title: METHOD AND APPARATUS FOR TRANSMITTING AND DISPLAYING INFORMATION BETWEEN A REMOTE NETWORK AND A LOCAL COMPUTER



## (57) Abstract

Methods and apparatus are provided for selecting advertisements (50) and other information from a computer network database (730) based on user defined preferences and transmitting the selected advertisement in background mode over a communications link (703) between the computer network (700) and a local computer (500) with minimal interference with other processes (285) communicating over the communications link (703). This method includes monitoring the communications link (703) and transmitting portions of the advertisement (50) when the communications link line utilization is below a preestablished threshold. Methods and apparatus are also provided for displaying or otherwise presenting the selected advertisements on the user's computer. Additional methods and apparatus are provided for selecting and presenting information stored on a local storage media (230) based on user defined preferences.

**FOR THE PURPOSES OF INFORMATION ONLY**

Codes used to identify States party to the PCT on the front pages of pamphlets publishing international applications under the PCT.

AM	Armenia	GB	United Kingdom	MW	Malawi
AT	Austria	GE	Georgia	MX	Mexico
AU	Australia	GN	Guinea	NE	Niger
BB	Barbados	GR	Greece	NL	Netherlands
BE	Belgium	HU	Hungary	NO	Norway
BF	Burkina Faso	IE	Ireland	NZ	New Zealand
BG	Bulgaria	IT	Italy	PL	Poland
BJ	Benin	JP	Japan	PT	Portugal
BR	Brazil	KE	Kenya	RO	Romania
BY	Belarus	KG	Kyrgyzstan	RU	Russian Federation
CA	Canada	KP	Democratic People's Republic of Korea	SD	Sudan
CF	Central African Republic	KR	Republic of Korea	SE	Sweden
CG	Congo	KZ	Kazakhstan	SG	Singapore
CH	Switzerland	LI	Liechtenstein	SI	Slovenia
CI	Côte d'Ivoire	LK	Sri Lanka	SK	Slovakia
CM	Cameroon	LR	Liberia	SN	Senegal
CN	China	LT	Lithuania	SZ	Swaziland
CS	Czechoslovakia	LU	Luxembourg	TD	Chad
CZ	Czech Republic	LV	Latvia	TG	Togo
DE	Germany	MC	Monaco	TJ	Tajikistan
DK	Denmark	MD	Republic of Moldova	TT	Trinidad and Tobago
EE	Estonia	MG	Madagascar	UA	Ukraine
ES	Spain	ML	Mali	UG	Uganda
FI	Finland	MN	Mongolia	US	United States of America
FR	France	MR	Mauritania	UZ	Uzbekistan
GA	Gabon			VN	Viet Nam

# INTERNATIONAL SEARCH REPORT

no: 0101 appuauon no.  
PCT/IB96/00829

<b>A. CLASSIFICATION OF SUBJECT MATTER</b> IPC(6) : G06F 13/00, 13/36 US CL : 395/200.09, 200.13; 370/229, 230, 232, 235; 348/10, 522 According to International Patent Classification (IPC) or to both national classification and IPC		
<b>B. FIELDS SEARCHED</b> Minimum documentation searched (classification system followed by classification symbols) U.S. : 395/200.01, 200.09, 200.11, 200.13; 370/229, 230, 232, 235; 348/10, 522 Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched Electronic data base consulted during the international search (name of data base and, where practicable, search terms used) APS search terms: utilization rate, threshold, advertisement, customization		
<b>C. DOCUMENTS CONSIDERED TO BE RELEVANT</b>		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X --- Y	US 5,220,564 A (TUCH et al.) 15 June 1993, abstract; col.1, lines 50-68; col.4, lines 3-68; col.5, lines 22-51.	1,3 ----- 7, 9 - 10, 12 - 13, 15-16
X -- , E Y	US 5,604,542 A (DEDRICK) 18 February 1997, the entire document.	5,8 ----- 7, 9 - 10, 12 - 13, 15-16
X -- , E Y	US 5,600,364 A (HENDRICKS et al.) 04 February 1997, abstract; fig.11-12, 18-19, 21; col.29, line 30 - col.31, line 63; col.34, line 40 - col.39, line 53.	5,8 ----- 7, 9 - 10, 12 - 13, 15-16
<input checked="" type="checkbox"/> Further documents are listed in the continuation of Box C. <input type="checkbox"/> See patent family annex.		
* Special categories of cited documents: "A" document defining the general state of the art which is not considered to be part of particular relevance "E" earlier document published on or after the international filing date "L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified) "O" document referring to an oral disclosure, use, exhibition or other means "P" document published prior to the international filing date but later than the priority date claimed "T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention "X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone "Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art "Z" document member of the same patent family		
Date of the actual completion of the international search 16 APRIL 1997		Date of mailing of the international search report 08 MAY 1997
Name and mailing address of the ISA/US Commissioner of Patents and Trademarks Box PCT Washington, D.C. 20231 Facsimile No. (703) 305-3230		Authorized officer ALYSSA BOWLER Telephone No. (703) 305-9702

# INTERNATIONAL SEARCH REPORT

Int. l. application No.  
PCT/IB96/00829

C (Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X --- Y	US 5,283,639 A (ESCH et al.) 01 February 1994, the entire document.	5,8 ----- 7,9-10,12-13,15-16
X --- Y	US 5,412,416 A (NEMIROFSKY) 02 May 1995, the entire document.	5,8 ----- 7,9-10,12-13,15-16
A	US 5,099,420 A (BARLOW et al.) 24 March 1992, the entire document.	1-16